

# 3-Year Index of DENTAL ECONOMICS

## ABSENTEEISM

Don't Panic! You May Have a Hidden Asset, Apr. 77, p60  
Pay Your Staff to Stay Healthy, Jan. 78, p57  
The Cause and Controls of Absenteeism, Mar. 78, p49  
How to Have a Dental Assistant in the Wings, Jan. 19, p49

## ACCIDENTS

If You're in an Auto Accident, Dec. 77, p77  
An Insurance Judgment You Wouldn't Like, Apr. 78, p71

## ACCOUNTING

How to Select a CPA, Apr. 78, p77  
How to Find a Good Adviser, Aug. 79, p67

## ADVERTISING

Do We Need the Yellow Pages?, Apr. 77, p28  
Should Dentists Advertise? An FTC Lawyer Tells Why They Should, Sept. 77, p49  
Advertising May Improve Our Image, May 78, p33  
An Ad Man Looks at Dental Advertising, Oct. 78, p68  
A Different Perspective on Advertising, Jan. 79, p23

## ALARM SYSTEMS

Is Your Office Safe?, May 78, p85

## AMERICAN DENTAL ASSOCIATION

Who Is This Man Called President of the ADA?, Oct. 79, p48  
The ADA Plays Meet the Press, Feb. 78, p71  
Have You Talked to Your Delegate, Oct. 79, p13  
I'm Part of the Establishment and Proud of It, Dec. 79, p25

## APPOINTMENTS

Confirmations Are a Waste of Time, Jan. 77, p85  
This Appointment Card Speaks Loud and Clear, Feb. 77, p42  
Is Your Appointment Book Out of Control?, Apr. 78, p86  
Broken Appointments, Aug. 78, p57

## ASSISTANTS

School for Assistants, Jan. 78, p67

## ASSOCIATES

The Right Formula for Paying an Associate, Apr. 77, p85  
I Was an Unhappy Associate, June 77, p54  
Associate: Employee or Independent Contractor?, Mar. 78, p64  
Will You Be Happy With an Associate?, Apr. 79, p53

## AUDIT

The IRS Has Your Number, July 77, p50  
Here's What Triggers an IRS Audit, Aug. 78, p25  
The Role of an IRS Special Agent, Jan. 79, p28  
Tax Audit—Don't Panic!, Oct. 79, p74

## BILLING

Here's an Alternative to Computerized Billing, Feb. 78, p60  
My Computer Has Been the Best Management Tool I Ever Invested In, Sept. 78, p50  
After One Confusing Year, I Ditched My Computer for a Billing Service, Sept. 78, p51  
The Best Billing System, Mar. 79, p70  
The High Cost of Uncollected Accounts, Aug. 79, p46

## BUYING A PRACTICE

What Is Your Practice Worth?, May 77, p68  
It Takes Time, Money and Expert Advice to avoid Costly Mistakes, Nov. 77, p76

## BOOKKEEPING

The Best Billing System, Mar. 79, p70  
Dental Insurance Forms Made Easy, June 79, p69, July 79, p73  
The High Cost of Uncollected Accounts, Aug. 79, p46  
Unemployment Benefits: A Tax You Can Fight, Sept. 79, p56  
Labor Records You Need to Keep, Sept. 79, p74

## BODY LANGUAGE

Body Language, July 77, p62

## BUILDING

Evicted—30 Days to Beat the Wrecking Ball, June 77, p44  
Shopping for Mortgage Money, Sept. 78, p66

## BUDGET

Have Fun With This Budget, Jan. 77, p83  
Where Did the Money Go?, Feb. 77, p57  
Do Unexpected Bills Shatter Your Budget?, May 77, p65  
The 'We Deserve It' Syndrome, Oct. 77, p59  
Is Your Practice in a Tailspin?, Aug. 78, p39  
Planning Guide for 1979, Dec. 78, p42  
More Survey Results on Overhead Costs, Dec. 78, p50  
Planning Your Budget for 1980, Dec. 79, p44

## BURGLARY

Is Your Office Safe?, May 78, p85

## CASE PRESENTATION

Are We Guilty of Super Sell?, Mar. 77, p20  
Put It in Writing, May 77, p77  
Confirm With the Written Word, Sept. 77, p72  
Three's Not a Crowd at Our Case Presentations, Nov. 77, p71  
Take the Shock Out of Your Case Presentations, Apr. 79, p68  
Humanistic Dentistry Develops Good Patients, June 79, p36

## CASH PRACTICE

Perils of a Cash Practice, May 77, p80  
A Cash Practice Ends Frustration, Aug. 78, p21  
How to Minimize the Risks, Aug. 79, p53

## CHILDREN'S DENTISTRY

Is This the Tooth Warden's Office?, Jan. 77, p64  
How to Minimize Those First Appointment Anxieties, Feb. 78, p49

## CLINICS

Department Store Dentistry, Mar. 78, p57  
An Inside Look at a Denture Clinic, July 78, p36  
I Was a Patient at Sexton, July 78, p38

## Index

### COLLECTIONS

Put It in Writing, Apr. 77, p78  
Firm Financial Arrangements With Patients  
Pay Off, July 77, p56  
Receivables Late? Innovate, Aug. 77, p49  
An In-Depth Look at Collections by Four  
Top Consultants, Aug. 77, p40  
Confirm With the Written Word, Sept. 77,  
p72  
New Consumer Laws Demand Changes in  
Your Credit Forms, Oct. 77, p95  
A Written Credit Policy—No Way to Go  
Broke, Feb. 78, p76  
Here's an Alternative to Computerized Bill-  
ing, Feb. 78, p60  
Monthly Payment Reminder, June 78, p33  
Two Office Policies Are Better Than One,  
Jan. 79, p36  
The High Cost of Uncollected Accounts,  
Aug. 79, p46  
How to Minimize the Risks, Aug. 79, p53

### COMMUNICATIONS

What Did the Doctor Say?, Sept. 77, p67  
But Doctor You Said \$200!, Sept. 77, p54  
An Update on Directories, Treatment Slips  
and Pamphlets, Dec. 77, p37  
The ADA Plays Meet the Press, Feb. 78,  
p71  
Communications, Sept. 78, p48  
Improving Office Communication, Nov. 78,  
p72  
Dentists and Pharmacists—Is It Time to Get  
Your Act Together?, July 79, p48

### COMMUNITY RELATIONS

Don't Give Until It Hurts, May 79, p65

### COMPLAINTS

Letter From a Dental Patient, June 77, p52  
Should Dentists Guarantee Their Work?,  
June 78, p18

### COMPUTERS

Here's an Alternative to Computerized Bill-  
ing, Feb. 78, p60  
Are You Ready for a Computer?, Aug. 78,  
p32  
My Computer Has Been the Best Manage-  
ment Tool I Ever Invested In, Sept. 78,  
p50  
After One Confusing Year, I Ditched My  
Computer for a Billing Service, Sept. 78,  
p51  
A Shopping Guide for Office Computers,  
Oct. 79, p64

### CONFIRMATIONS

Confirmations Are a Waste of Time, Jan.  
77, p85  
This Appointment Card Speaks Loud and  
Clear, Feb. 77, p42  
Confirm With the Written Word, Sept. 77,  
p72

### CONSULTANTS

What an Insurance Consultant Expects of  
You, Dec. 77, p60  
How to Select a CPA, Apr. 78, p77  
How to Pick a Consultant, May 78, p121  
The Death of Doctor Jim, Jan. 79, p40  
How to Find a Good Adviser, Aug. 79, p67

### CONSUMER LAWS

New Consumer Laws Demand Changes in  
Your Credit Forms, Oct. 77, p95  
How the Wage and Hour Laws Affect You,  
Jan. 78, p70

### CONTINUING EDUCATION

Vacation Seminars Deductible? Maybe—  
Maybe Not, Feb. 77, p23  
Needed—A Grading System for Continuing  
Education, Feb. 77, p16  
Getting the Most Out of Continuing Edu-  
cation, Sept. 78, p86  
The Pitfalls of Continuing Education, Nov.  
78, p34  
Continuing Education—Are You Being  
Taken for a Ride?, June 79, p42  
Dentists and Pharmacists—Is It Time to Get  
Your Act Together, July 79, p48  
How to Host a Dental Meeting, May 79,  
p79

### CORPORATION

Divorcing Yourself From Corporate Prac-  
tice, Jan. 77, p41  
Optimum Tax Shelter, Sept. 78, p58  
How the 1978 Revenue Act Affects You,  
Feb. 79, p37  
New Act Gives Corporations Tax Break,  
Mar. 79, p40  
Is It Time You Incorporated Your Practice,  
Mar. 79, p52

### DECORATING

Expanded Duties for Plants, June 78, p55  
Up Against the Wall, June 78, p64  
Furnishings That Steal the Show, June 78,  
p44  
Bright Ideas for Your Office, June 78, p69  
Phone Equipment May Be a Sound Buy,  
Aug. 78, p51

Need  
an  
Article?

Send stamped envelope and  
50 cents for each article re-  
quested. Minimum order \$1.

### DELIVERY SYSTEMS

The Dollar Signs Behind Expanded Duties,  
July 77, p30  
A Comparison of American and Soviet  
Dentistry, Nov. 77, p65  
Department Store Dentistry, Mar. 78, p57  
An Inside Look at a Denture Clinic, July  
78, p36  
Play-by-Play on Expanded Duty Auxiliaries,  
Oct. 78, p40  
An Auxiliary Looks at Expanded Duties,  
Oct. 78, p31  
Capitation—Is It a Threat?, Mar. 79, p62  
The Birth of Franchise Dentistry, May 79,  
p53

### DELTA

The CDS Can 'Sit On It,' Feb. 78, p36

### DENTAL ASSISTANTS

Let's Accentuate the Positive, Jan. 77, p24  
Applying the Fine Art of Constructive  
Criticism, Feb. 77, p68  
Don't Panic! You May Have a Hidden  
Asset, Apr. 77, p60  
A Disgruntled Employee Took Me to Labor  
Court, Apr. 77, p91  
Improve Staff Performance With the  
Hawthorne Effect, May 77, p45  
Your DA Is Your Best Computer, May 77,  
p92  
Fire Your Captain of Defense?, June 77,  
p61  
Finding the Right Employee, June 77, p71  
The Dollar Signs Behind Expanded Duties,  
July 77, p30  
Test the Morale in Your Office, Sept. 77,  
p76  
Money Isn't the Only Motivation, Nov. 77,  
p50  
10 Easy Steps for Testing and Hiring, Jan.  
78, p61  
School for Assistants, Jan. 78, p67  
The Mother Hen Syndrome, Jan. 78, p52  
The Explosive Office Triangle, Jan. 78, p80  
Pay Your Staff to Stay Healthy, Jan. 78,  
p57  
Coding System, Jan. 78, p18  
The Causes and Control of Absenteeism,  
Mar. 78, p49  
Job Enrichment Can Improve Staff Morale  
and Office Productivity, Apr. 78, p47  
Do You Need a Dental Hygienist?, Apr. 78,  
p56  
Vacation Scheduling for You and Your  
Staff, May 78, p99  
The Tax Trap of Employee Withholdings,  
Nov. 78, p74  
How to Have a Dental Assistant in the  
Wings, Jan. 79, p49

### DENTAL INSURANCE

What Your Questionnaire Told Us About  
Dental Insurance, Jan. 77, p55  
A Better Way to Handle Dental Insurance,  
Mar. 77, p49  
Just the Facts, Ma'am, May 77, p89  
The Twin Evils of Dental Insurance, Dec.  
77, p24  
Blessing or Curse?, Dec. 77, p51  
How to Deal With It, Dec. 77, p55  
What an Insurance Consultant Expects of  
You, Dec. 77, p60  
The CDS Can 'Sit On It,' Feb. 78, p36  
Faster Insurance Processing, Sept. 78, p65  
Dental Insurance Forms Made Easy, June  
79, p69, July 79, p73

### DENTAL SCHOOLS

A Self-Inflicted Nervous Breakdown, Jan.  
78, p11  
Is a Chicago Tea Party Necessary?, Apr.  
78, p36  
Too Many Dentists?, Apr. 78, p65

### DENTAL STUDIES

Youth Fetish!?, Apr. 77, p15

### DENTURES

The Case of the Indentured Denture, Sept.  
77, p56  
An Inside Look at a Denture Clinic, July  
78, p36  
Treating the Older Patient, July 78, p44  
Let's Help the FTC, Nov. 78, p15  
FTC May Force Legalized Denturism on  
Public, Nov. 78, p47  
Don't Let Denturists Control the News,  
Apr. 79, p17

What's Happened to Prosthodontics?, Apr. 79, p33  
Denturists Keep Pushing, June 79, p13  
Professional Blackmail, Aug. 79, p11

## DISABILITY

Checklist for Disability Insurance, May 79, p66  
Transplant—When Disability Strikes, Nov. 79, p39

## DRUGS

Here's How Addicts Victimize Dentists, May 77, p57  
Doctor, You Are Not Alone, Feb. 79, p50  
Understanding the Alcoholic Dentist, Feb. 79, p52  
Do You Know the Drug Laws in Your State?, Oct. 79, p67  
A Look at Prescriptions Dentists Write, Oct. 79, p69

## ELDERLY PATIENTS

Treating the Older Patient, July 78, p44  
Dear Mysterious Modern Dentists, July 78, p47  
I Was a Patient at Sexton Clinic, July 78, p38

## EMBEZZLEMENT

How Vulnerable Are You to Embezzlement?, Sept. 78, p78  
Embezzlement Losses Are Deductible, May 79, p43  
The High Cost of Uncollected Accounts, Aug. 79, p46

## EMERGENCIES

The Emergency Patient, May 77, p66

## ENTERTAINMENT

Travel and Entertainment Records That Satisfy the IRS, Oct. 77, p69  
Money Isn't the Only Motivation, Nov. 77, p50  
Tax Strategy for Business Gifts, Dec. 78, p63

## EQUIPMENT

Tax Depreciation Strategy, June 78, p46  
The Most Often Overlooked Investment Opportunity, June 78, p40  
Evaluating Your Equipment Needs, June 78, p51

## ESTATE PLANNING

See Retirement  
Terminating a Keogh Plan? Get Expert Advice, Apr. 77, p67  
A Tax-Free Estate, Here's How It Works, Apr. 77, p50  
Your Retirement Plan and the Magic of Time, May 77, p62  
Rollover IRA Postpones Retirement Fund Taxes, June 77, p31  
The 'We Deserve It' Syndrome, Oct. 77, p59  
IRA Ruling a Real Crusher, Nov. 77, p42  
I Once Was Somebody, Mar. 78, p75  
Estate Planning With a Happy Ending, July 78, p55  
Your Best Friend Will Hate Being an Estate Executor, Aug. 78, p52  
Life Insurance to Protect Your Estate—Maybe, Nov. 79, p53  
Maximizing Your Corporate Pension Plan, Nov. 79, p58

## EXPANDED DUTY AUXILIARIES

Haven't We Dragged Our Feet Long Enough?, May 77, p26  
The Dollar Signs Behind Expanded Duties, July 77, p30  
Play-by-Play on Expanded Duty Auxiliaries, Oct. 78, p40  
Some Things to Consider Before Hiring an EDA, Oct. 78, p49  
An Auxiliary Looks at Expanded Duties, Oct. 78, p31  
Hygienists Want More Responsibility, Less Supervision, Sept. 79, p72

## FAMILY

Home Owners, Property Traders Benefit From New Tax Law, Mar. 77, p89  
Don't Be Trapped by a 'Family Trust,' Oct. 77, p40  
The Provocative Jacobi on TGIO, Oct. 77, p34  
The 'We Deserve It' Syndrome, Oct. 77, p59  
A Wife's Home Office May Pass IRS Scrutiny, Jan. 78, p38  
The Tax Consequences of Selling Your Home, Apr. 78, p41  
Can Family Trusts Save Money?, June 78, p27

## FEDERAL TRADE COMMISSION

A Poor Choice of Insults, Mar. 77, p9  
Should Dentists Advertise? An FTC Lawyer Tells Why They Should, Sept. 77, p49  
I Charge the FTC With Professional Embarrassment, Jan. 78, p29  
No Apologies, Mr. Califano!, Feb. 78, p13  
The FTC May Force Legalized Denturism on Patients, Nov. 78, p47  
Let's Help the FTC, Nov. 78, p15  
Cards and Letters for the FTC, Feb. 79, p15  
Maybe the FTC Is Right!, Mar. 79, p74  
The FTC Says No!, May 79, p15

## FEES

Are You Afraid to Discuss Fees?, Sept. 77, p39  
\$300! But Doctor, You said \$200!, Sept. 77, p54  
Is Your Practice in a Tailspin?, Aug. 78, p39

## FIRING

Fire Your Captain of Defense, June 77, p61  
Mother Hen Syndrome, Jan. 78, p53  
10 Easy Steps for Testing and Hiring, Jan. 78, p61

## FORENSIC DENTISTRY

Help the FBI Catch This Man, Jan. 77, p50

## FRAUD

The Twin Evils of Dental Insurance, Dec. 77, p24

## GOLD

What's Dental Gold Really Worth?, Oct. 79, p61

## GROUP PRACTICE

What Your Questionnaire Told Us About Dental Insurance, Jan. 77, p55  
Practices Less Rewarding Than Expected, Feb. 77, p37

Why Some Doctors Make More Than Others, June 77, p50  
A Survey of High Gross Practices, Mar. 78, p61

## HEALTH

What's Behind the Stress and Strain of Dentistry?, Mar. 77, p39  
'Dear Dental Economics,' Mar. 77, p42  
Do Something About That Smoking Problem, Apr. 77, p37  
If You're in an Auto Accident . . . , Dec. 77, p76  
Pay Your Staff to Stay Healthy, Jan. 78, p57  
What's This Thing Called Stress?, Feb. 78, p61  
Is There Happiness in Dentistry?, Mar. 78, p30  
Tennis Anyone?, May 78, p119  
A Workshop on Stress, Sept. 78, p53, Oct. 78, p73, Nov. 78, p63, Feb. 79, p59  
Doctor, You Are Not Alone, Feb. 79, p50  
Understanding the Alcoholic Dentist, Feb. 79, p52  
Preparing for the Big One . . . The Boston Marathon, Apr. 79, p61  
Grab a Gucci and Run for Your Life, Apr. 79, p64

## HIRING

The Right Formula for Paying an Associate, Apr. 77, p85  
Finding the Right Employee, June 77, p71  
How the Wage and Hour Laws Affect You, Jan. 78, p70  
10 Easy Steps for Testing and Hiring, Jan. 78, p61  
Associate: Employee or Independent Contractor, Mar. 78, p65  
Do You Need a Dental Hygienist?, Apr. 78, p56  
How to Pick a Consultant, May 78, p121  
What a Psychologist Can Tell You About Your Staff, Sept. 79, p44  
Will Government Tell You How to Pay Your Staff?, Sept. 79, p48  
Staff Manual: The Power of the Written Word, Sept. 79, p66

## HOBBIES

Try Cycling Across the Country, May 78, p108  
Orchids Give Pleasure to Patients and Dentists, May 78, p110  
Going Places With Trains, May 78, p117

## HOLISTIC DENTISTRY

Dr. Abdul Salaam Practices What He Preaches, Sept. 78, p92

## HYGIENISTS

The Prima Donna Is Dead, June 77, p22  
Do You Need a Dental Hygienist?, Apr. 78, p56  
Play-by-Play on Expanded Duty Auxiliaries, Oct. 78, p40  
Some Things to Consider Before Hiring an EDA, Oct. 78, p49  
Hygienists Want More Responsibility, Less Supervision, Sept. 79, p72

## INVESTMENTS

Home Owners, Property Traders Benefit From New Tax Law, Mar. 77, p89  
A Steal of a Deal on Seal, Mar. 77, p43  
Your Retirement Plan and the Magic of Time, May 77, p62  
Investment Credit—Be Careful How You Use It, Sept. 77, p29

## Index

Future Shock! The Commodities Market, Sept. 77, p52  
The Unexciting Investment That Really Pays Off, Oct. 77, p89  
The Commodities Market—Bonanza or Bust?, Mar. 78, p85  
The Most Often Overlooked Investment Opportunity, June 78, p41  
Making the Transition, July 78, p61  
Are Vacation Homes Deductible, July 78, p25  
Stalking the Market, Aug. 78, p46  
Dentists Should be Wary of Offshore Plans, Nov. 78, p41  
A Low Risk Investment That Fights Inflation, Mar. 79, p47  
Paradise Lost, Apr. 79, p73  
How to Avoid a Raw Deal in Raw Land, Apr. 79, p75  
The Rewards of Rural Practice, July 79, p44  
A Shelter From Taxes and Tension, Aug. 79, p61  
Investing in Stocks—You Don't Have to Gamble!, Aug. 79, p65

## IRA

Rollover IRA Postpones Retirement Fund Taxes, June 77, p31  
IRA Ruling, a Real Crusher, Nov. 77, p42

## KEOGH

Terminating a Keogh Plan? Get Expert Advice, Apr. 77, p67  
No Funds for Keogh? Try This Approach, Feb. 79, p65  
Retiring? Consider Liquidation Costs, June 79, p29  
Distributing a Pension Plan, Tax Free, July 79, p35

## LABS

Overhead Costs of Dentists With Labs, Nov. 78, p55  
What's Right—and Wrong—With Dental Lab Relationships?, Nov. 78, p50  
Can You Justify an In-House Lab? Nov. 78, p45  
Are Independent Labs a Good Idea?, Apr. 79, p43  
Professional Blackmail, Aug. 79, p11  
What's Dental Gold Really Worth?, Oct. 79, p61

## LEASING

The Economics of Leasing Dental Equipment, Oct. 77, p80  
Heads You Win, Tails You Lose, Sept. 78, p70

## LIFE INSURANCE

Term Life Insurance?, Mar. 77, p78  
There's Something You Should Know About Minimum Deposit Life Insurance, Sept. 77, p80  
Your Best Friend Will Hate Being an Estate Executor, Aug. 78, p52  
Life Insurance or a Savings Account?, Dec. 78, p65  
Life Insurance to Protect Your Estate—Maybe, Nov. 79, p53

## MALDISTRIBUTION

Too Many Dentists?, Apr. 78, p65

## MALPRACTICE

Causes and Cures of Malpractice, Feb. 77, p31  
You're Asking for Trouble If, Aug. 77, p46  
A Recall System That Protects You From Malpractice Action, Nov. 77, p89  
The Man You May One Day Face in Court, Feb. 78, p42

## MEDICAID

The Tarring of Massachusetts Dentists by Medicaid, Aug. 78, p42

## MOVING

Tax Deductions He Didn't Get, Mar. 77, p75  
Don't Overlook Deductions for Moving Expenses, May 77, p105  
Evicted—30 Days to Beat the Wrecking Ball, June 77, p44  
A Moving Day Checklist, June 78, p59

## NATIONAL HEALTH INSURANCE

The Good News and Bad News of NHI, Dec. 77, p11  
A Dutch-Uncle Talk, Apr. 78, p13  
The President Should Heed His Own Advice, Aug. 78, p11

## NITROUS OXIDE

The Big Sleep, Mar. 78, p95

## OFFICE MANAGEMENT

Kicking the 9-5 Blahs, Apr. 77, p80  
Attention, Office Managers, Oct. 77, p65  
Pay Your Staff to Stay Healthy, Jan. 78, p57  
A List for Non-Routine Duties, Mar. 78, p93  
An Insurance Judgment You Wouldn't Like, Apr. 78, p71  
Reducing Your Answering Service Costs, Apr. 78, p33  
Cleaning Impression Trays, Aug. 78, p56  
Make Your Own Cold Packs, Oct. 78, p81  
Improve Your Cash Flow Cycle, Dec. 78, p70  
It's Time to Set Priorities, Dec. 78, p56  
Planning Guide for 1979, Dec. 78, p42  
The Death of Doctor Jim, Jan. 79, p40  
Setting Objectives for Your Practice, Feb. 79, p72  
Try a Telephone Diverter for After Hours Calls, Apr. 79, p83  
You Can Fail If You Don't Have a Marketing Team, Sept. 79, p30  
Staff Manual: The Power of the Written Word, Sept. 79, p66  
Your Office Needs a Yearly Checkup, Dec. 79, p52  
Planning Your Budget, Dec. 79, p44

## ORTHODONTICS

The Economics of Adding Orthodontics, Sept. 77, p70

## OVERHEAD

Do Unexpected Bills Shatter Your Office Budget?, May 77, p65  
Why Some Doctors Make More Than Others, June 77, p50  
Is Your Office Teetering on the Financial Brink?, Aug. 77, p57  
The Economics of Adding Orthodontics, Sept. 77, p70  
Measuring Your Practice Performance, Oct. 77, p84  
The Provocative Jacobi on TGIO, Oct. 77, p34  
A Survey of High Gross Practices, Mar. 78, p61  
Try Trimming the Practice Fat, July 78, p48  
Overhead Costs for Dentists With Labs, Nov. 78, p55  
More Survey Results on Overhead Costs, Dec. 78, p50

## PARTNERSHIPS

What Your Questionnaire Told Us About Dental Insurance, Jan. 77, p55  
Practices Less Rewarding Than Expected, Feb. 77, p37  
Why Some Doctors Make More Than Others, June 77, p50  
A Survey of High Gross Practices, Mar. 78, p61  
Questions on Partnerships, Trusts and Debts, May 78, p43

## PATIENT EDUCATION

Coming—Consumer Directories of Dentists, Jan. 77, p91  
Do Questions From Your Patients Bug You?, Mar. 77, p95  
Especially Prepared for Your Patients, Apr. 77, p55  
You Didn't Know You Were a Magician?, May 77, p15  
Confusing Your Patients With Facts, July 77, p11  
No More Case Presentation!, Oct. 77, p13  
Is There a Bulletin Board in Your Practice?, Oct. 77, p49  
An Update on Directories, Treatment Slips and Pamphlets, Dec. 77, p37  
Should You Do More of It in the Office?, Jan. 78, p46  
The ADA Plays Meet the Press, Feb. 78, p71  
An Answer to Patients, July 78, p58

## PATIENT RELATIONS

Coping With the Lady in Operatory II, Jan. 77, p76  
Is This the Tooth Warden's Office?, Jan. 77, p64  
I Hope You Know What You're Doing!, Jan. 77, p69  
Confirmations Are a Waste of Time, Jan. 77, p85  
Are We Guilty of Super Sell?, Mar. 77, p20  
Do Questions From Your Patients Bug You?, Mar. 77, p95  
Especially Prepared for Your Patients, Apr. 77, p55  
Behind Those Teeth There's a Patient, Apr. 77, p56  
Let Your Telephone Help You Improve That First Impression, Apr. 77, p58  
The Emergency Patient, May 77, p66  
Put It in Writing, May 77, p77  
Letter From a Dental Patient, June 77, p52  
Body Language, July 77, p62  
You're Asking for Trouble If—, Aug. 77, p46  
Ground Rules for Making Lemonade, Aug. 77, p35  
Are You Afraid to Discuss Fees?, Sept. 77, p39  
Letting Patients Speak Out Improved My Practice, Sept. 77, p58  
What Did the Doctor Say?, Sept. 77, p67  
Can a Good Dentist Say 'No'?, Oct. 77, p75  
Is There a Bulletin Board in Your Practice?, Oct. 77, p49  
Turning Patients On or Off—A Survey of Your Practice, Nov. 77, p59  
How to Minimize Those First Appointment Anxieties, Feb. 78, p49  
Pss! Your Phone Manners Are Showing, Mar. 78, p80  
Helping the Patient Get the Message, Mar. 78, p59  
Be Alert to Hidden Messages, May 78, p51  
Treating the Older Patient, July 78, p44  
Is Your Attitude Showing?, Oct. 78, p60  
The Key to Patient Responsibility, Feb. 78, p86



## Index

Get Out of the Numbers Game, Mar. 79, p73  
I Need a Dentist!, Apr. 79, p60  
Eliminating Fear With Hypnosis, May 79, p75  
Patient Newsletters—an Extra Effort to Communicate, June 79, p65  
Dentists and Pharmacists—Is It Time to Get Your Act Together?, July 79, p48  
Conquering the Fear of Fee Discussion, Aug. 79, p51  
How to Minimize the Risks, Aug. 79, p53  
Are Your Patients Failing to Follow Your Instructions?, Aug. 79, p57  
Why Don't We Eliminate Patient Pain?, Apr. 79, p81

## PEER REVIEW

Causes and Cures of Malpractice, Feb. 77, p31

## PREVENTION

Nutrition—Wheaties Style, June 77, p11

## PUBLIC SPEAKING

The Many Benefits of Public Speaking, June 78, p34  
How to Deal With Stage Fright and Slide Shows, July 78, p31

## PROFESSIONALISM

Who Is Dentistry's Most Effective Spokesman?, Feb. 77, p7  
Just How Professional Are You?, Feb. 77, p46  
I Charge the FTC With Professional Embarrassment, Jan. 78, p29  
Is There Happiness in Dentistry?, Mar. 78, p30  
The Professional Testifier, Dec. 78, p30  
We Are Our Profession's Worst Enemy, Feb. 79, p31  
Balancing the Patient-Provider Population, May 79, p33  
How to Host a Dental Meeting, May 79, p79  
Jacobi on the Big C in Dentistry, June 79, p50  
Dentists and Pharmacists—Is It Time to Get Your Act Together?, July 79, p48  
'Maybe the ADA Should Sell Toothpaste,' Aug. 79, p40  
Tomorrow's Dentistry, July 79, p58  
Are You a Member of Accessits Anonymous?, Oct. 79, p29  
Who Is This Man Called President of the ADA?, Oct. 79, p48

## REAL ESTATE

Home Owners, Property Traders Benefit From New Tax Law, Mar. 77, p89  
The Tax Consequences of Selling Your Home, Apr. 78, p41  
Are Vacation Homes Deductible?, July 78, p25  
A Low Risk Investment That Fights Inflation, Mar. 79, p47

## RECALLS

This Appointment Card Speaks Loud and Clear, Feb. 77, p42  
A Recall System That Protects You From Malpractice Action, Nov. 77, p89  
A System for Recalls, May 78, p24

## RECEPTION ROOM

Do You Have a Waiting Room?, Dec. 77, p8  
Furnishings That Steal the Show, June 78, p44

## REFERRALS

I Prefer to Refer, Aug. 77, p21

## REGULATIONS

New Consumer Laws Demand Changes in Your Credit Forms, Oct. 77, p95  
New Postal Standards, Mar. 78, p73  
Another Governing Body, Jan. 79, p15

## RETIREMENT

See Estate Planning, IRA, Keogh  
The 3% Miracle, Mar. 77, p69  
The Ins and Outs of Retirement Plans, May 77, p36  
Making the Transition, July 78, p61  
No Funds for Keogh? Try This Approach, Feb. 79, p65  
Do Your Retirement Plans Consider Inflation?, Mar. 79, p78  
What Will You Do With 2000 Extra Hours a Year?, Nov. 79, p46  
Maximizing Your Corporate Pension Plan, Nov. 79, p58  
Are All Your Eggs in One Basket?, Nov. 79, p62

## SELLING A PRACTICE

Seven Steps to Selling Your Practice, Mar. 77, p59  
What Is Your Practice Worth?, May 77, p68  
It Takes Time, Money and Expert Advice to Avoid Costly Mistakes, Nov. 77, p76

## SOCIAL SECURITY

The Jump in Social Security Taxes and How It Affects You, Feb. 78, p64  
It's a New Ballgame for Dentists, Feb. 78, p67  
How to Get Your Social Security Refund, Sept. 78, p91

## SOLO PRACTICE

Practices Less Rewarding Than Expected, Feb. 77, p37  
Why Some Doctors Make More Than Others, June 77, p39  
A Survey of High Gross Practices, Mar. 78, p61

## STAFF RELATIONS

Applying the Fine Art of Constructive Criticism, Feb. 77, p68  
A Disgruntled Employee Took Me to Labor Court, Apr. 77, p91  
Improve Staff Performance With the Hawthorne Effect, May 77, p45

Is Your Management Style in Tune With the Times?, June 77, p41  
What's Your Attitude Toward Staff Management?, July 77, p43  
Mother Hen Syndrome, Jan. 78, p53  
The Jump in Social Security Taxes and How It Affects You, Feb. 78, p64  
Are Your Assistants in the Dark About Their Jobs?, Feb. 79, p69  
Discuss the Job, Not the Employee, Apr. 79, p87  
If the Shoe Fits . . . Hire Her, May 79, p56  
Trends in Staff Utilization, May 79, p69  
Part-Time Staff, July 79, p68  
What a Psychologist Can Tell You About Your Staff, Sept. 79, p44  
Will Government Tell You How Much to Pay Your Staff?, Sept. 79, p48  
Unemployment Benefits: A Tax You Can Fight, Sept. 79, p56  
How to Fire Without Getting Burned!, Sept. 79, p60  
I Put a Bounty on Each New Patient, Sept. 79, p65  
Staff Manual: The Power of the Written Word, Sept. 79, p66  
Hygienists Want More Responsibility, Less Supervision, Sept. 79, p72  
Labor Records You Need to Keep, Sept. 79, p74  
Guidelines for Staff Planning, Dec. 79, p34  
How Two Dentists Involve Their Staffs, Dec. 79, p38  
A Christmas Party, Dec. 79, p41

## STRESS

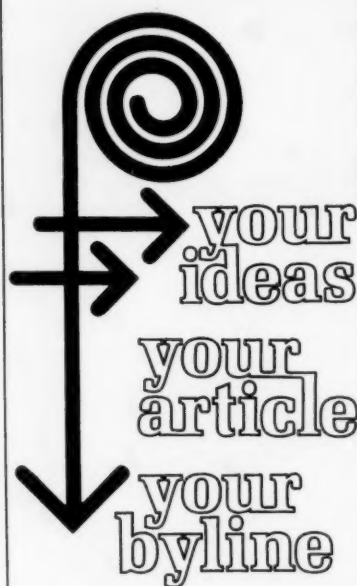
What's Behind the Stress and Strain of Dentistry?, Mar. 77, p39  
Dental Economics' Survey #3, Mar. 77, p37  
My Neighbor, the Shrink, Apr. 77, p74  
Body Language, July 77, p62  
Let's Wipe Out Statistical Paranoia, Nov. 77, p34  
What's This Thing Called Stress?, Feb. 78, p61  
Is There Happiness in Dentistry?, Mar. 78, p30  
A Workshop on Stress, Sept. 78, p53, Oct. 78, p73, Nov. 78, p63, Feb. 79, p59

## SURVEYS

What Your Questionnaire Told Us About Dental Insurance, Jan. 77, p55  
Practices Less Rewarding Than Expected, Feb. 77, p37  
What's Behind the Stress and Strain of Dentistry?, Mar. 77, p39  
Why Some Doctors Make More Than Others, June 77, p50

## Want an Article?

Due to the number of requests, we find that we must ask that you send us a stamped, self-addressed envelope and 50 cents for each article requested. A few complete issues are available at \$2. Mail requests to **Dental Economics**, P.O. Box 1260, Tulsa, Oklahoma, 74101



That's right—your own byline over your own article! The readers of Dental Economics will benefit from what you have to say. Let us know about your ideas . . . your experiences in managing your practice.

Honorarium? Of course.  
At our current rates.

## Dental Economics

Box 1260  
Tulsa, Ok 74101

### Editors:

*Sounds good. Let's try it.  
I do have some ideas that  
I think other dentists  
would be interested in.  
How shall I begin?*

NAME

STREET

CITY

STATE

ZIP

SPECIALTY, IF ANY

## Index

Turning Patients On or Off—A Survey of Your Practice, Nov. 77, p59  
A Survey of High Gross Practices, Mar. 78, p61  
A Look at Prescriptions Dentists Write, Oct. 79, p69

## TAXES

It's Tax Reform Time, Jan. 77, p33  
Vacation Seminars Deductible? Maybe—Maybe Not, Feb. 77, p23  
Tax Deductions He Didn't Get, Mar. 77, p75  
Home Owners, Property Traders Benefit From New Tax Law, Mar. 77, p89  
A Tax-Free Estate—Here's How It Works, Apr. 77, p50  
The IRS Has Your Number, July 77, p50  
Keep Track of Those Driving Expenses, July 77, p73  
How the 1977 Tax Act Affects You, Aug. 77, p27  
Investment Credit: Be Careful How You Use It, Sept. 77, p29  
The Economics of Leasing Dental Equipment, Oct. 77, p80  
Travel and Entertainment Records That Satisfy the IRS, Oct. 77, p69  
There's Still Time to Save on 1977 Income Taxes, Nov. 77, p85  
A Wife's Home Office May Pass IRS Scrutiny, Jan. 78, p38  
Do You Have a Question About Taxes?, Mar. 78, p38  
How to Select a CPA, Apr. 78, p77  
The Tax Consequences of Selling Your Home, Apr. 78, p41  
Travel Costs You Can Deduct, May 78, p69  
Tax Strategy for Depreciation, June 78, p46  
Are Vacation Homes Tax Deductible?, July 78, p25  
Here's What Triggers an IRS Audit, Aug. 78, p25  
Optimum Tax Shelter, Sept. 78, p58  
A Year-End Tax Strategy That Works, Oct. 78, p50  
The Tax Trap of Employee Withholdings, Nov. 78, p74  
A Challenge May Reduce Your Property Tax, Nov. 78, p60  
Splitting Income Reduces Tax Liabilities, Dec. 78, p34  
Tax Strategy for Business Gifts, Dec. 78, p63  
Guide to Lower Taxes, Jan. 79, p54  
How the 1978 Revenue Act Affects You, Feb. 79, p37  
No Funds for Keogh? Try This Approach, Feb. 79, p65  
Reduce the Tax Bite, Feb. 79, p80  
New Act Gives Corporations Tax Break, Mar. 79, p40  
Is It Time You Incorporated Your Practice?, Mar. 79, p52  
Are Independent Labs a Good Idea?, Apr. 79, p43  
Embezzlement Losses Are Deductible, May 79, p43  
Retiring? Consider Liquidation Costs, June 79, p29  
Distributing a Pension Plan, Tax Free, July 79, p35  
Tax Credit for Building Rehabilitation, Aug. 79, p33  
Uniforms Affect Minimum Wage Determination, Sept. 79, p36  
Unemployment Benefits: A Tax You Can Fight, Sept. 79, p56  
Labor Records You Need to Keep, Sept. 79, p74  
Tax Letters for Dentists Not All That Great!, Oct. 79, p39

Tax Audit—Don't Panic!, Oct. 79, p74  
Tax Calendar for 1980, Dec. 79, p30  
Give Away Those Attic Treasures, Dec. 79, p63  
Trim your Taxes for 1979, Dec. 79, p58

## TELEPHONE

Confirmations Are a Waste of Time, Jan. 77, p85  
Let Your Telephone Help You Improve That First Impression, Apr. 77, p58  
Do We Need the Yellow Pages?, Apr. 77, p28  
Things Ma Bell Never Told Us, June 77, p67  
Attention, Office Managers, Oct. 77, p65  
Psst! Your Phone Manners Are Showing, Mar. 78, p80  
Phone Equipment May Be a Sound Buy, Aug. 78, p51  
Try a Telephone Diverter for After Hours Calls, Apr. 79, p83

## TRAVEL

Vacation Seminars Deductible? Maybe—Maybe Not, Feb. 77, p23  
Keep Track of Those Driving Expenses, July 77, p73  
Travel and Entertainment Records That Satisfy the IRS, Oct. 77, p69  
Six Great Escapes, May 78, p60  
Travel Costs You Can Deduct, May 78, p69  
Working Vacations Are Great, May 78, p73  
A Teaching Dentist Who Says 'I Care,' May 78, p76  
Air Travel Tips, May 78, p81  
South of the Border—Sil, May 78, p94  
Vacation Scheduling for You and Your Staff, May 78, p99  
Try Cycling Across the Country, May 78, p108  
Going Places With Trains, May 78, p116  
Tennis Anyone?, May 78, p119  
Greece, May 78, p60  
Alaska, May 78, p65  
Barbados, May 78, p64  
Philippines, May 78, p66  
Bermuda, May 78, p62  
Israel, May 78, p73  
Dominican Republic, May 78, p76  
Mexico, May 78, p94  
Are Vacation Homes Deductible?, July 78, p25  
ADA Roundup in Dallas, Oct. 79, p50  
Ten Years of Itinerant Behavior, Nov. 79, p35

## TRUSTS

Court Ruling on Trusts Offers New Tax Deduction, July 77, p37  
Don't Be Trapped by a 'Family Trust,' Oct. 77, p40  
Doctor Shifts Income to Minor Children, Dec. 77, p30  
Tax Free Trusts—If Only It Were So!, Feb. 78, p43  
Can Family Trusts Save Money?, June 78, p27  
Which Way to Go—Corporate or Keogh?, Sept. 78, p35  
Gold, Corporations and Intra Family Transfers, Oct. 78, p35

## VACATIONS

Vacation Seminars Deductible? Maybe—Maybe Not, Feb. 77, p23  
Working Vacations Are Great, May 78, p73  
Vacation Scheduling for You and Your Staff, May 78, p99

